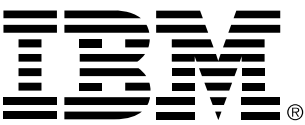**SSM Sales Aids can be used in different ways:**

DIALOGUE: to structure or guide a dialogue with a customer.
PLAN: to help the seller plan an effective customer interaction.
DOCUMENT: to document outcomes for the customer.

Quality
Speed
Volume

IBM

IBM Signature Selling Method

Signature Selling Method Steps	Sales Aids	Buying Steps	Sell Cycles	Verifiable Outcomes
1 Understand Customer Business and IT Environment	• Business Initiatives • Strategic Alignment Model (SAM) • Tactical Impact Model (TIM) • Technology Preferences	Evaluating the Business Environment		Customer and Team IBM agreement to value of relationship.
2 Develop Plans Linked to Customer Business Initiatives	• Business Development Prompter • Competitive Strategies • Key Players List • Opportunity Assessment • Opportunity Plan • Pain Chain • Reference Story • Value Statement	Developing Business Strategy and Initiatives	*Identified*	Customer-demonstrated interest in working with Team IBM.
3 Establish Buying Vision with the Customer	• 9-Block Model • Conditions of Satisfaction Guide • Dialogue Prompter • Organization Map • Pain Sheet • Sponsor Communication	Recognizing Needs	*Validated*	Customer-stated business need, buying vision and agreement to support IBM access to Power Sponsor.
4 Articulate IBM Capabilities and Qualify the Opportunity	• Bridging • Evaluation Plan • Integrated Solution Concept • Power Sponsor Communication • Preliminary Solution • Refined Value Statement	Evaluating Options	*Qualified*	Customer Power Sponsor and IBM agreement to go forward with preliminary solution.
5 Develop Solution with the Customer	• Value Proposition • Pre-proposal Review • Solution Blueprint	Selecting the Solution Option	*Verbal Agreement*	Customer Power Sponsor's conditional approval of proposed solution.
6 Close the Sale	• Positions versus Interests • Negotiation Template	Resolving Concerns and Decide	*Won*	Customer and IBM sign a win/win contract.
7 Monitor Implementation and Ensure Expectations Are Met	• Measure Benefits	Implementing the Solution and Evaluating Success		Customer acknowledges the value of the Team IBM solution.